



Delivering Joy to Children in Need

ANNUAL REPORT

2024



LETTER FROM THE EXECUTIVE DIRECTOR & BOARD CHAIR

The toy industry is truly unique. It has an unwavering sense of community and those who take up the calling to join the world of toys share a deep passion to bring the joy, comfort, and benefits of play to children around the world.

The Toy Foundation is the only industry-wide initiative uniting the philanthropy of all toy companies to give back. 2024 was a critical year where we strategically focused our work to bring the power of play to children when they need it most and to be a more effective partner to the industry.

Through our two key program areas, **3.2 million children in need had access to play** in 2024. This is a **377% increase in impact** compared to 2023.

- Toy Chest (previously The Toy Bank) collected \$35 million in product to distribute to 3 million children in under-resourced communities, children's hospitals, and disaster zones.
- Play Fund (previously Play Grants) distributed \$380,000 to fund play projects at 20 children's hospitals that treat under-resourced communities to support 245,000 pediatric patients.



Additionally, our Talent Pipeline Program continued to engage and introduce college and university students to the toy industry before it transitioned to The Toy Association's Student Center programming.

As we look to 2025, we will expand our strategic plan into The Toy Association's action plan, rooted in the principle of being a unifying force in service of its members and championing the benefits of play.

When we put the full weight of the toy industry behind our programs, we will create major impact. Whether it is through sponsorships, toy donations, or consumer or employee fundraising campaigns, there are opportunities for every company and individual to make a powerful difference in children's lives. Please, reach out to learn more and get involved.

We thank you for your shared passion to support children in need.

With great appreciation,



A handwritten signature in black ink that reads "Pam Mastrolia".

Pam Mastrolia

Executive Director, The Toy Foundation

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646-520-4865



A handwritten signature in black ink that reads "Andy Quartin".

Andy Quartin

Board Chair, The Toy Foundation

CEO, Thames & Kosmos LLC

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WHAT WE DO

The Toy Foundation is the unifying force for the collective philanthropy of the toy industry to benefit all children in need.

We accomplish this through:

- Strategic partnerships
- High impact grant making
- Effective programming
- Toy Donations

Together we have a greater impact to serve and support children.

35.5 MILLION

children in under-resourced communities, affected by disasters, and undergoing medical treatment are comforted through play due to year-round partnerships.



2024 IMPACT

The 2024 annual report offers a comprehensive look at our programmatic work and the impact generated from January through December 2024.



3 MILLION

children comforted
through the delivery of
toys



245,000

children comforted while
undergoing medical
treatment



50

university students
introduced to the industry



TOY CHEST

Previously The Toy Bank

Access to play provides comfort, joy, and extraordinary physical, emotional, and educational benefits to children when they need it most.

Toy Chest is the only industry-wide giving initiative that distributes companies' toy donations to children in need worldwide.

3 MILLION

children around the world were comforted through play thanks to companies' donations of new toys, games, books, and more in 2024.



\$35 MILLION

in total value collected
through product donations



156

unique donations from toy
companies

See the list of 2024 donors in the appendix.



5,300

toys collected from
industry events, including
LA Fall Preview and
Chicago Toy & Game Fair

PLAY FUND

Previously Play Grants

Access to the healing power of play delivers comfort to children where they need it most.

Play Fund is the only industry-wide funding initiative that distributes grants to children's hospitals and disaster zones to support children in need.

245,000

children undergoing medical treatment were comforted as a result of play projects funded by The Toy Foundation in 2024.

\$380,000

in funding distributed to children's hospitals and health systems that serve under-resourced communities



20

play projects funded to support children's mental health and overall wellbeing

See the list of hospital grantees in the appendix.



\$67,000

raised through year-round corporate partnerships





TALENT PIPELINE PROGRAM

Transitioned to The Toy Association at end of 2024

Diverse and fresh thinking leads to better outcomes, improved strategy and a stronger toy industry.

Talent Pipeline Program provides college and university students with insights and opportunities within the toy industry through extracurricular activities.

50

University of Maryland students developed innovative product concepts as part of case study competitions



Sponsored University of Maryland QUEST Honors Program examining the toy retail industry



\$30,000

fundraised for the Richard Gottlieb Toy Entrepreneurship Grant supporting University of Richmond students



PARTY WITH A PURPOSE

Toy companies united at The Toy Foundation's first annual "Party with a Purpose" fundraiser in Los Angeles to **raise \$500,000 to bring the healing power of play to children's hospitals** that serve under-resourced communities.

The night featured a powerful panel discussion with three Toy Foundation hospital partners - Children's Hospital Orange County, Hope for Henry, and MemorialCare Miller Children's and Women's Hospital Long Beach - that detailed how play is critical to normalize the scary hospital environment, support mental health, and promote healing.



The Toy Foundation is grateful to its Presenting Sponsors Amazon and Mattel, and additional sponsors, Beacon Media Group, Cra-Z-Art, Disney Consumer Products, Duracell, Hasbro, Jazwares, Just Play, Kidoodle TV, Kilroy Properties, LEGO, Melissa & Doug, Moose Toys, Ollyball, Spin Master, Thames & Kosmos, The Pokémon Company International, and Toy'n Around.

FINANCIALS

ASSETS	2024	2023
Cash and investments	\$3,495	\$3,099
Promises to give, net	130	185
Prepaid expenses	347	12
Property & equipment, net	0	2
TOTAL ASSETS	\$3,972	\$3,298
LIABILITIES & NET ASSETS		
Accounts payable and accrued expenses	\$22	\$55
Grants payable	405	380
Due to The Toy Association, Inc.	931	114
Deferred revenue	189	0
TOTAL LIABILITIES	1,547	549
Unrestricted net assets	2,425	2,749
TOTAL LIABILITIES AND NET ASSETS	\$3,972	\$3,298
SUMMARY STATEMENTS OF ACTIVITIES		
Years Ended December 31	2024	2023
Program revenue	\$36,357	\$26,809
Program expenses	\$35,721	\$26,560
Supporting services expenses	1,186	1,016
OPERATING DEFICIT	(550)	(767)
Non-operating (loss) income	226	327
DECREASE IN NET ASSETS	\$(324)	\$(440)

CONNECT TO OUR MISSION

The Toy Foundation is reliant on the generous support of companies, foundations, and individuals to operate its Toy Chest and Play Fund programs. By uniting the philanthropy of our industry, we can serve and support more children in need.

**DONATE** ToyFoundation.org/Donate

A one-time or recurring gift of any amount is deeply appreciated and makes a big difference.

**CAUSE MARKETING**

A customized cause marketing campaign can help companies engage consumers and employees while making an impact. This can include a buy-one-give-one toy promotion, donation of proceeds, flat rate donation, round-up campaign at checkout, employee giving campaign, and more.

**PRODUCT DONATION** [Donation Form](#)

A donation of toys and other playthings can deliver the benefits of play to children year-round.

**FOLLOW US**

Stay connected to our mission by subscribing to our [mailing list](#) and following us on [LinkedIn](#), [Instagram](#), and [Facebook](#).

To discuss partnership opportunities or make a donation, contact the team at TTFInfo@ToyFoundation.org.



the **toy**
foundation™
Delivering Joy to Children in Need

APPENDIX

2024 CORPORATE & FOUNDATION PARTNERS

Amazon	Hasbro	Ollyball
American Online Giving Foundation	Hope for Henry	Spin Master
Bandai Namco Foundation of America	Hope for New York	Thames & Kosmos
Beacon Media Group	Jazwares	The Pokemon Company International
Build-A-Bear Workshop, Inc.	Just Play	TOMY International
Charities Aid Foundation America	KidoodleTV	Toy'n Around
Charityvest Inc.	Kilroy Properties	UK OGF Foundation
Children's Hospital Association	LEGO Systems, Inc.	University of Maryland
Cra-Z-Art	Los Angeles Dream Center	VTech Electronics
Disney Consumer Products	Mattel, Inc.	World Vision
Duracell	Melissa & Doug	
Future Today	Moose Toys LLC	

2024 TOY CHEST DONORS

Abacus Brands	Funko	Mattel, Inc.	Simplay3
Abygge America Inc	Galison Mudpuppy	Merchant Ambassador (Holdings) Ltd	Smart Toys and Games, Inc.
Adventure Media & Events	Goodly Toys Ltd	Mini Ducklings	Snap Creative
American Plastic Toys	Grasper Global Inc. (Skillmatics)	Miraculous Corp	Spin Master Ltd.
automotiveMastermind	Grow'n Up Limited	Moose Toys LLC	Starpony (HK) Limited
AYK Brands LLC	Hong Kong City Toys Fty Ltd	Nanit	Storytime Toys Inc.
Barry & Jason Games & Entertainment	Hub Games	New Adventures LLC	Sunny Days Entertainment, LLC
BDA, Inc. (Pennycake)	IMC Toys	Ningbo Merryart Glow-tech Co., Ltd	Suntoys International Company Ltd
BitOgenius Inc	Innovative Designs LLC	NKOK, Inc.	Super Impulse USA
Blue Marble	Ja-Ru Inc.	NMR Distribution America	SYMA Int. Trade Development Ltd.
Boxiki Solutions Inc.	Jazwares	Northern Direct	TeeTurtle LLC
Buffalo Games	Jupiter Creations	Orange Tree Toys, Inc.	Thames & Kosmos LLC
Build-A-Bear Workshop, Inc.	Juratoys US Corp	Pavlovz Toyz	The Line Jumper
Careismatic	Just Play, LLC	Playmates Toys, Inc.	The Magician Underland Inc
Carrera Revell of Americas, Inc.	Kayle Concepts (Bluebee Pals)	Playmobil U.S.A. Inc.	The Noble Collection
Ceaco, Inc.	KHS America, Inc.	PlayMonster Group LLC	The Pencil Grip / TPG Creations
Clever Noodle	Kids Preferred, Inc.	PMI Toys	The Pokemon Company International
Crayola, LLC	Learning Resources, Inc.	Prime Time Toys LLC	The Radio Flyer Company
CRAZE GmbH	LECOM SNPha	PSI Publisher Services Inc	TOMY International
Crazy Aaron's	LEGO Systems, Inc.	Rakesh Reddy Mekala	ToyMonster
Dyce Games	Lissi Dolls and Toys Hong Kong Ltd	Readyland	Ultra Pro
Educational Insights	Live Board Game	Re-Marks Inc	Verdes Toys Corp
Eeboo Corp.	LKPR, Inc.	Restoration Games	Voice Express Corp
Entertainment Earth	M&G Partners LLP dba Fashion Angels Enterprises	Round 2 LLC	VTech Electronics North America
Excell Brands	M4A USA	Safari Ltd.	Wild Life Outdoor Adventures Ltd.
Family Games America Inc.	Madever LLC	Salus Brands	Wilton Bradley Ltd
Family Holiday Traditions, LLC	Manhattan Toy Company	Sandy Beach Doll	WS Licensing, Inc. (Bellzi)
Fulfillment Plus			

2024 TOY CHEST RECIPIENTS

The industry's toy donations were delivered to more than 1,600 nonprofit organizations in the U.S. and around the globe, including children's hospitals, community organizations, faith based organizations, public agencies, and public schools. The below is a select list of recipients.

Access Bronx Charter	Cornerstone Community Outreach	Kidz Are Our Future	RCCG
Adventist Health	Crossroads Food Pantry	LA Dream Center	Rehoboth Food Pantry
All Our Kids, Inc.	Dallas Metro Inc	Lake City Community Church (Bread of Life Food Bank)	Restoration L.A.
American Care Foundation	DRAW Buckets	Leading By Example	Skillful Living Center, Inc.
Asheville Dream Center	Ebenezer Food Pantry	Little Leaders of Tomorrow	Stand 4 Sisterhood
AYJ Fund	Family Service League	Mercy Housing Northwest	SWAGG Programs
Banco Internacional De Alimentos	Fawcett Elementary	Metro World Child	T.R.E.E. Foundation
Benison Center	Forestdale Inc	MetroKidz	The Elisha Project
Boston Housing Authority	Foster Love Project	Midwest Food Bank	The Food Bank @ St Marys
Boys & Girls Club	Franklin Pierce Schools - Family & Community Partnerships	Ministerio Apostolico Vision de Aguila Int	The Fund for the School District of Philadelphia
Bronx Care	Gallivan Community Center	Mount Zion Baptist Church	The Hartford Project
Bronx Public Schools	Giving Friends	National Baptist Convention	The Pittsburgh Project
Bronx Works	Global Health Exchange	Neighborhood Coalition for Shelter	The Rise Foundation
Brooklyn Youth Enrichment Inc	Go Serve - Michigan	New Beginnings Home (YWAM)	Ticket to Dream Foundation
Building Healthy Families	Golden Rule Charter	New Life Family Center	Tiny Tots Development Center
Caring for Kids	Goods Bank NEO	New York City Children's Center	Toys for Texans
Cedar Ridge Preschool, Inc.	Goodwill	North Star Foundation	United Way
Chicago City Life Center	Hartford Public Schools	NYC Love Kitchen, Inc.	Urban Strategies
Children and Family Institute Inc.	Heart 4 Orphans	Outreach Chicago	US Together Inc
Children of Promise NYC	Hilltop Elementary	Pacific Garden Mission	WhyNot
Children's Aid Society	Hope for Henry	Panther Lake Elementary	World Harvest Family Center
City Help	Hope for New York	Pirate Toy Fund	World Vision
CityServe	Iglesia Cristiana Monte de Sion	Pukalani Community Church of the Nazarene	YoungLives
COGIC World Missions Disaster Relief	Jackson Middle School	Puyallup Food Bank	Youth Crossroads Inc
Convoy of Hope	Kids Off The Block	Rainier Middle School	

2024 CHILDREN'S HOSPITAL GRANT RECIPIENTS & PROJECT DETAILS

Read the 2024 impact report [here](#).

AdventHealth Tampa – Tampa, FL

S.T.A.R. – Incorporate play into care plans for patients with special needs to help identify triggers, coping strategies, and keep calm.

Advocate Children's Hospital – Oak Brook, IL

Adaptive Care Program – Create safe, sensory-focused play opportunities that will engage patients and aid in the regulation of emotions.

Arkansas Children's – Little Rock, AR

Sensory Items for Clinic Waiting Areas – Provide sensory stimulation and calming activities to normalize waiting areas in the ED and specialty clinics.

Carilion Children's – Roanoke, VA

Fun on Wheels: Teens Play, Too! – Support adolescent patients with a mobile cart featuring a variety of developmentally appropriate STEM and play activities.

Children's Health Foundation – Oklahoma City, OK

Prioritizing Play for Kids with ASD – Facilitate indoor and outdoor play activities to support the developmental growth of young children with autism.

Children's Specialized Hospital – Mountainside, NJ

Activity Connection Program Expansion – Cover patient costs to access Activity Connections Program and participate in play activities that support developmental growth.

Children's Hospital at Montefiore – Bronx, NY

Sensory Waiting Areas – Implement sensory waiting spaces within five hospital departments to help mitigate escalating behaviors and create a better healthcare experience for the child.

CHRISTUS Children's – San Antonio, TX

Sensory Safety Kits – Expand sensory friendly play in the emergency department to promote a calm and comforting environment.

Covenant Children's Hospital – Saginaw, MI

Playroom Remodel – Update playroom to be inviting to adolescents through decor and activities, while remaining welcoming to younger children.

El Paso Children's Hospital Foundation – El Paso, TX

Outpatient Center Toys Project – Enhance the Healing Arts program and Multi-Specialty Outpatient Clinic with children's toys and service upgrades.

2024 CHILDREN'S HOSPITAL GRANT RECIPIENTS & PROJECT DETAILS

Elizabeth Seton Children's Center – Yonkers, NY

Creative, Table-Top Play for Every Child, Everywhere – Enrich day-to-day play with specially-designed, multi-use tables easily accessible for children with severe medical complexities.

Joe DiMaggio Children's Hospital – Hollywood, FL

Shaping the Lives of Little Ones: Developmental Equipment for Infants – Improve access to essential equipment for infant development, sensory-motor experiences, and play for prolonged hospitalization.

Johns Hopkins All Children's Hospital – Saint Petersburg, FL

Upgrading Mobile Gaming Carts and Playroom Systems – Upgrade mobile gaming carts for patient use in various hospital departments.

La Rabida Children's Hospital – Chicago, IL

Healing Through Play – Support the emotional and behavioral needs of patients with therapeutic tools to develop coping strategies and reduce anxiety.

Le Bonheur Children's Hospital – Memphis, TN

Sensory and Interactive Play Installations – Build sensory walls and other interactive play installations in inpatient playrooms and outpatient waiting rooms.

Maimonides Medical Center – Brooklyn, NY

Behavioral and Mental Health Improvements for Pediatric ED – Provide therapeutic resources to support coping and aid in hospital adjustment for psychiatric and behavioral health patients.

MemorialCare Miller Children's & Women's Hospital Long Beach – Long Beach, CA

Cherese Mari Laulhere Child Life Department Sensory Program – Implement a full sensory program to meet the needs of children experiencing behavioral and mental health emergencies.

Texas Children's Hospital – Houston, TX

Heart Center Child Life Program Support – Support cardiology tween and teen patients with a safe play space and tools to promote normalcy, learning, and health outcomes.

The Bernard & Millie Ducker Children's Hospital at Albany Medical Center – Albany, NY

Play Opportunities for Pediatric Behavioral & Mental Health Patients in the ED – Meet the developmental needs of mental and behavioral health patients in the ED with safe play items to utilize throughout their stay and take home.

Valley Children's Hospital – Madera, CA

Playroom Sensory Corner – Create a dedicated, sensory-friendly play space to meet the needs of patients with Autism and other sensory needs.

2024 LEADERS CIRCLE DONORS

Diamond (Over \$2,500)

Stephen Abdo	Geoffrey Greenberg	Jeremy Padawer	Renee Ring
Stephanie Bailey	Kimberley & Michael Keaton	Sharon Price John	Michael Rinzler
Duncan J. Billing	Skip Kodak	Joyce E Richman	Voin Todorovic
Kathleen Campisano	Sunny Lauridsen		

Platinum (\$1,500-\$2,500)

Glen Abell	Jamie Cygielman	Andrew S. Keimach	Sara Rosales Montalvo
Bryony Bouyer	Steven & Frances Flink	Hiu Lee	Brian Rosenblum
Dave Capper	Manuel G. Grace	Ashley Mady	Anthony Trani
Jared Carr	Julie Gwaltney	Aaron Muderick	Anthony Weiner
Vish Chandran	Linda Hargreaves	Andrew Quartin	Heather Wilson

Gold (\$1,000-\$1,499)

Scott Atlas	Peter Henseler	Jerry Perez
Anne Carrihill	Tim Kilpin	Lorraine & Chris Quinn
David Clausen	Michele Litzky	

Silver (\$500-\$999)

Greg Ahearn	Libby Kahn	Pam Mastrota	Virginia Waldman
Kimberly Carcone	Tom Keoughan	Ron Reyes	Erin Wright
Barbara Demarest	Wendy Levey	Jerry N. Smith	
John Fistolera	Kenneth Lewis	Blair Stuart	

2024 THE TOY FOUNDATION BOARD OF TRUSTEES

Andy Quartin*(Chair)*

Thames & Kosmos, LLC

Kathleen Campisano*(Vice Chair)*

Beacon Media Group

Voin Todorovic*(Treasurer)*

Chief Financial Officer

Build-A-Bear Workshop, Inc.

Glenn Abell

Toy Executive

Greg Ahearn*(ex-officio)*

The Toy Association

Stephanie Bailey

Moonbug Entertainment

Bryony Bouyer**Jamie Cygielman***(Brand & Communications Committee Chair)*

Mattel, Inc. / American Girl

John Gessert*(Advisor, Play Grants Committee Chair)*

American Plastic Toys

Manny Grace**Geoffrey Greenberg**

Just Play LLC

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The LEGO Group

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Blain's Farm & Fleet

Sharon Price John

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Entrepreneur

Sara Rosales Montalvo

Jazwares

Anthony Trani

Elenco Electronics LLC

Andrew Weiner

Toy'n Around

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